



# Retail Goods and Services Expenditures

Prepared by DCA

Counties: Choctaw, AL

Top Tapestry Segments:		Demographic Summary		2007	2012
Rural Bypasses	73.1%	Population		16,265	16,572
Rooted Rural	13.7%	Households		6,786	7,017
Southern Satellites	8.7%	Families		4,790	4,872
Simple Living	4.4%	Median Age		40.3	41.4
		Median Household Income		\$28,192	\$31,033

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	50	\$1,385.38	\$9,401,215
Men's	53	\$261.45	\$1,774,186
Women's	48	\$465.23	\$3,157,071
Children's	61	\$266.88	\$1,811,067
Footwear	45	\$230.86	\$1,566,618
Watches & Jewelry	44	\$87.60	\$594,447
Apparel Products and Services <sup>1</sup>	50	\$73.36	\$497,826
<b>Computer</b>			
Computers and Hardware for Home Use	51	\$112.34	\$762,339
Software and Accessories for Home Use	46	\$13.76	\$93,356
<b>Entertainment &amp; Recreation</b>	60	\$2,071.21	\$14,055,249
<b>Fees and Admissions</b>	41	\$252.83	\$1,715,699
Membership Fees for Clubs <sup>2</sup>	43	\$68.36	\$463,867
Fees for Participant Sports, excl. Trips	44	\$49.83	\$338,124
Admission to Movie/Theatre/Opera/Ballet	39	\$58.11	\$394,346
Admission to Sporting Events, excl. Trips	44	\$25.54	\$173,336
Fees for Recreational Lessons	39	\$50.99	\$346,026
<b>TV/Video/Sound Equipment</b>	60	\$698.67	\$4,741,155
Community Antenna or Cable Television	66	\$437.97	\$2,972,062
Color Televisions	50	\$68.89	\$467,483
VCRs, Video Cameras, and DVD Players	59	\$23.04	\$156,338
Video Cassettes and DVDs	60	\$36.63	\$248,590
Video Game Hardware and Software	58	\$19.16	\$130,038
Satellite Dishes	64	\$0.98	\$6,627
Rental of Video Cassettes and DVDs	56	\$33.54	\$227,633
Sound Equipment <sup>3</sup>	48	\$75.29	\$510,915
Rental and Repair of TV/Sound Equipment	55	\$3.16	\$21,469
Pets	75	\$328.71	\$2,230,597
Toys and Games	63	\$113.68	\$771,405
Recreational Vehicles and Fees <sup>4</sup>	77	\$349.82	\$2,373,871
Sports/Recreation/Exercise Equipment <sup>5</sup>	61	\$139.97	\$949,862
Photo Equipment and Supplies <sup>6</sup>	56	\$76.41	\$518,489
Reading <sup>7</sup>	52	\$111.14	\$754,171
<b>Food</b>	63	\$5,274.25	\$35,791,054
<b>Food at Home</b>	65	\$3,287.77	\$22,310,791
Bakery and Cereal Products	65	\$470.19	\$3,190,729
Meat, Poultry, Fish, and Eggs	68	\$894.06	\$6,067,062
Dairy Products	65	\$359.01	\$2,436,265
Fruit and Vegetables	60	\$523.31	\$3,551,211
Snacks and Other Food at Home <sup>8</sup>	66	\$1,041.19	\$7,065,524
<b>Food Away from Home</b>	59	\$1,986.48	\$13,480,263
Alcoholic Beverages	51	\$315.50	\$2,141,006
Nonalcoholic Beverages at Home	70	\$304.35	\$2,065,299



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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	25	\$376.50	\$2,554,935
Vehicle Loans	75	\$4,612.45	\$31,300,056
<b>Health</b>			
Nonprescription Drugs	70	\$85.76	\$582,001
Prescription Drugs	86	\$498.21	\$3,380,884
Eyeglasses and Contact Lenses	64	\$53.05	\$359,988
<b>Home</b>			
Mortgage Payment and Basics <sup>9</sup>	49	\$4,286.80	\$29,090,217
Maintenance and Remodeling Services	51	\$1,014.70	\$6,885,774
Maintenance and Remodeling Materials <sup>10</sup>	75	\$282.01	\$1,913,694
Utilities, Fuel, and Public Services	67	\$2,947.38	\$20,000,947
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>11</sup>	54	\$74.45	\$505,192
Furniture	49	\$317.38	\$2,153,713
Floor Coverings	45	\$41.03	\$278,396
Major Appliances <sup>12</sup>	67	\$197.86	\$1,342,661
Housewares <sup>13</sup>	56	\$58.73	\$398,517
Small Appliances	64	\$23.61	\$160,245
Luggage	39	\$3.98	\$27,005
Telephones and Accessories	56	\$26.82	\$182,019
<b>Household Operations</b>			
Child Care	40	\$166.56	\$1,130,287
Lawn and Garden <sup>14</sup>	78	\$350.49	\$2,378,449
Moving/Storage/Freight Express	50	\$26.97	\$182,991
Housekeeping Supplies <sup>15</sup>	67	\$515.81	\$3,500,292
<b>Insurance</b>			
Owners and Renters Insurance	70	\$336.26	\$2,281,886
Vehicle Insurance	65	\$945.60	\$6,416,832
Life/Other Insurance	67	\$430.01	\$2,918,040
Health Insurance	74	\$1,453.61	\$9,864,196
Personal Care Products <sup>16</sup>	61	\$289.36	\$1,963,626
School Books and Supplies <sup>17</sup>	52	\$63.11	\$428,244
Smoking Products	83	\$398.88	\$2,706,807
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>18</sup>	74	\$4,238.21	\$28,760,460
Gasoline and Motor Oil	75	\$1,531.42	\$10,392,184
Vehicle Maintenance and Repairs	62	\$660.13	\$4,479,662
<b>Travel</b>			
Airline Fares	41	\$166.63	\$1,130,734
Lodging on Trips	51	\$209.12	\$1,419,070
Auto/Truck/Van Rental on Trips	36	\$15.83	\$107,441
Food and Drink on Trips	53	\$248.51	\$1,686,389

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.



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<sup>1</sup>**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

<sup>2</sup>**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

<sup>3</sup>**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

<sup>4</sup>**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

<sup>5</sup>**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

<sup>6</sup>**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

<sup>7</sup>**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

<sup>8</sup>**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

<sup>9</sup>**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

<sup>10</sup>**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, insulation materials, and materials to finish a basement, for owned homes.

<sup>11</sup>**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

<sup>12</sup>**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

<sup>13</sup>**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

<sup>14</sup>**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

<sup>15</sup>**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

<sup>16</sup>**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

<sup>17</sup>**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

<sup>18</sup>**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.